



MEDIA ADVISORY

FOR IMMEDIATE RELEASE: January 9, 2013

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Mayor Ballard, United Way to Kick Off Winter Assistance Fund with \$265,000 from five local funders

WHAT: United Way of Central Indiana (UWCI) and Indianapolis Mayor Greg Ballard team up to announce the start of the 2013 Winter Assistance Fund and accept \$265,000 in start-up contributions.

Funders include Citizens Energy Group, Nina Mason Pulliam Charitable Trust, Indianapolis Power & Light, The James Proctor Fund for Aged Men and Women, and The Indianapolis Foundation, a CICF affiliate.

WHO: Mayor Ballard and United Way officials will explain the program, urge people in the community to give, answer questions and accept contributions.

Also available to answer questions will be representatives from local funders; Connect2Help, a United Way agency that offers confidential telephone assistance for people who need help; and service center case workers who guide individuals through the application process.

WHEN: 9 a.m. Thursday, January 10, 2013

WHERE: John H. Boner, Community Center, Halstead Hall, 2236 E. 10th Street, Indianapolis

WHY: The Winter Assistance Fund (WAF) helps ensure those who need energy assistance the most have warm homes during the coldest months of the year.

Last year, the fund helped 2,373 people, including seniors and families with children, by raising \$342,557 in assistance.

Calls to Connect2Help's 2-1-1 telephone information and referral service for help paying utility bills remain a leading request for help.

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